

## MESSAGE CONFIRMATION

DATE:05/07/97 TIME:16:25

ID:R. J. REYNOLDS TO

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
05/07	16:24	00'32"	908 521 8686	G3-S	001	OK

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G. N. Kuruc, Jr.  
Key Account Manager  
400 Raritan Center  
Edison, NJ 08837  
Phone 908-225-4774  
Fax 908-417-9076

**FAXED**  
May 7, 1997

Ms. Maureen Gulick  
Wakefern Food Corporation  
355 Davidsons Mill Road  
Jamesburg, NJ 08831

Dear Maureen:

As discussed earlier today, we will be repositioning the **WINSTON** Brand Family beginning with case shipments as early as May 26, 1997. Listed below are details and recommended steps for your warehouse to take with regard to the new **WINSTON** Brand Styles:

- ⇒ First shipments to direct accounts to take place the week of May 26, 1997.
- ⇒ All new WINSTON Product will arrive in plain white cases (for 3 months) to assist in product rotation. It is important that your warehouse personnel send out "old style" **WINSTON** to stores first. Keep in mind that the timing of shipments will be different for each style. Complete product rotation could take several weeks.
- ⇒ WINSTON UPC codes (case/carton/package) will remain the same. No special computer setup will be necessary on your part.
- ⇒ Our Field Sales People will contact your warehouse on a weekly basis to ensure that old style **WINSTON** Product is being sent out first.
- ⇒ At store level our Retail Representatives will aggressively discount old style **WINSTON** using on carton coupons to ensure that product sells down.
- ⇒ The retail effort will not take place until July. This will ensure sufficient time for the new Styles to reach stores.

In the near future, I will be outlining the exciting plans we have for **WINSTON** at the Retail Level for your stores.

If you have any questions regarding the above, please call me.

Best Regards,

*Nick*

G. N. Kuruc, Jr.

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